Landing pages and how they work

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Why use landing pages

- **A landing page is an independent page, separate from your website, where you send people to in order to get them to take an action like fill out a form or sign up for something**

- They're also called squeeze pages because they squeeze the viewer into doing one very specific thing

- The goal is to get people to give you their email address in order to get a free pdf, attend a webinar, etc.

- Anyone who ends up completing the form is now a lead and you can send them email updates about your business and link to your main website

- The pieces of content you use to attract people to complete the form are called lead magnets

Landing pages: Five dos and don'ts

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Tips for creating landing pages

- **Landing page DOs:**

- #1 Use headlines to highlight the value of your offer
  - immediately tell people what they're going to get and why it's so special
- #2 Provide all the details needed to make a decision
  - give people as much information as you can about what they'll get
- #3 Make your call to action large, obvious & unavoidable
- #4 Thank the user with a friendly confirmation
  - include information about what they have to do next or what will happen next
- #5 Make sure your landing page continues to work in the future
  - if you do a webinar, make sure people can access it at a later time
  - use the page to advertise future webinars
  - if you decide to take the page down, make sure you redirect people who click on the link to another page related to what you have to offer

- **Landing page DON'Ts:**

- #1 Don't force people to think too much
  - people who click your link already have expectations when they arrive on the page
  - don't confuse them by advertising something different than what was promised
  - make sure the headline in your ad matches the headline on the landing page

- #2 Don't ask for more than what you need
  - make the form simple, otherwise people might hesitate to give you too much information

- #3 Don't make the experience overly complex
  - don't annoy people with extra steps or they might give up and leave the page

- #4 Don't rely on a block of text to sell your lead magnet
  - show pictures or videos of whatever they'll get

- #5 Don't distract visitors with competing calls to action
  - add only one call to action
  - you can put the same CTA in more than one place on the page

White papers

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What white papers are

- **White papers are well-researched written pieces created for customers to address key questions of points relevant to their business**

  - They're usually written in a more formal tone
  - They have a structure that includes a summary at the beginning
  - They state a problem and a solution
  - They include data graphs and some written analysis to help prove some points

- Benefits of writing a white paper:
  - They help establish "thought leadership" - you'll be seen as an expert on the topic
  - They provide a lot of detail in one place about a topic or pain point for the customer
  - They can be used to create more content - you can take excerpts from them to create blog posts, images, or tweets
  - They serve as reference materials over a long period of time (and your name is there if anyone wants to contact you for more information)

- Try to be helpful to your readers, don't just talk about a problem just to offer your product at the end as the ultimate solution (that sounds like a brochure)

How to create white papers

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Tips for creating a white paper

- Before you start writing your white paper, establish:
  - what your topic will be
  - what audience you're targeting
  - what you're trying to accomplish with it

- Come up with a clear, concise, and interesting title that sums up what the white paper is about

- How to structure a white paper:
  - Create an outline
  - Introduction
  - Provide some background on the problem or yourself
  - State the problem
  - Outline your solution(s) and include evidence
  - Conclusion

- Designing a white paper:
  - Use templates
  - Include your company name and logo
  - Use a simple color scheme that plays off any color in your logo
  - Create graphs and pie charts (try plot.ly)

- Once you created your white paper, post and promote it on a landing page
- Write copy that explains what the viewers will get when they download the white paper and why they should do it

E-books

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Why create e-books

- **E-books are longer written pieces that provide information and best practices for people in a specific field or industry**

  - They're written in a conversational way
  - They focus less on data and research
  - They usually provide a set of best practices based on today's trends in a specific industry
  - They're longer than white papers

- Benefits of creating e-books:
  - They help establish your expertise on a specific topic
  - They are engaging and fun to read because they have a lot of visuals
  - They help you re-use older, popular stuff you've written
  - You could use pieces of them in online posts

How to create e-books

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Tips for creating an e-book

- If you want to be able to produce more than one e-book, make it around 20-30 pages
- E-books should also include images and graphs, so you don't really have to write 20-30 pages of text
- Steps to creating an e-book:
  - Identify your target audience
  - Pick your topic
  - Write your title and outline
  - Start writing the actual content - provide all the detail your audience expects and needs
  - Edit the book for clarity and meaning - use bullet lists, break up long paragraphs, make it easy to read and understand
  - Call out key points - use visuals to reinforce the most important things
  - Read it out loud to spot any mistakes or weirdness - also you can have someone else read it and give you feedback
- Designing your e-book:
  - you can find tons of e-book templates online
  - insert some stock photos that match your topic
  - make sure you include your logo and branding on every page

- Use the last page of the e-book to say who you are, what you do, and where can people find you (add a link to your website)

- The landing page for promoting your e-book should be set up clear expectations about what the viewers will get and why they should read the material

Email courses

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What email courses are

- **Email courses are automated series of emails containing educational, training-type material**

- When people sign up for an email course, they receive an email every day until the course is complete

- Benefits of creating an email course:
  - It allows you to collect email addresses
  - You've got qualified leads - you know for sure that people who sign up are interested in that specific topic, so you can use this information to send them promotional emails about other relevant things
  - It establishes your expertise
  - You can re-use your best material from blog posts, e-books, or other materials you created
  - It works automatically, you just have to set up the email service that will deliver the emails

- Email courses work best if you're someone offering professional training or a consultant, but anyone can use them if they have valuable expertise on a topic

How to create email courses

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Tips for creating an email course

- Pick a topic that you're great at and would be relevant to your audience
- **The email format works best when you don't need a lot of visuals to communicate your information**
- An email course can be as short as 5-7 lectures or as long as 30 lectures - try a short one first and see how it works
- Prepare an outline for your course - each item will be one lecture (one email)
- The length of your emails depends on the topic. A shorter email takes less time to read but a longer one can fit more valuable information
- **Regardless of length, each email should feel substantial enough and deliver something valuable**
- If you give people something to do, make sure it's simple enough so they have time to complete it before the next email arrives
- **Once you write all the emails, you have to set up an automation campaign by using an email service provider (ex.: AWeber, Drip, etc.)**

- When people first sign up, send a confirmation email that will prepare them for what's next. Now's the time to ask them to download anything they need before starting the course
- In the last email of the course, thank people for participating, share more resources, promote more courses, or ask them to write a review or recommend the course to others
- Use a simple design and basic formatting like headers, bullet lists, bold and italics
- Avoid images or other visuals as people might read this on their phones
- Use an abbreviation of your course title in every email subject line so they know what it is
  - ex.: [H2GLTF] Lesson 1: Identifying your audience

Webinars

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What webinars are

- **Webinars are online seminars where you use an online platform to give a presentation or conduct a discussion with other speakers**
- People from all over the world can sign up and attend virtually, ask questions, or participate in different ways
- Webinars are usually 60 minutes long and free to attend
- Benefits of running a webinar:
  - You show off your expertise
  - You re-use some of your best content
  - They're presented in a multimedia format - you show the presenter but also other things on screen, like slides or walkthroughs
  - You interact with your audience by asking and answering questions
  - You get to show off your personality and make new connections
- Disadvantages of the webinar format:
  - a video recording might have a short shelf life
  - it might be out of date at some point
  - it's hard to change it afterwards, you'd have to record a new version if it needs updates
  - you need to have some public speaking skills

How to create webinars

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Tips for creating a webinar

- Decide on your topic that's relevant to your audience and create a clear an interesting title
- Don't be afraid to use your product or platform as the topic of the webinar in order to do a live demo or walkthrough (just don't be too salesy)
- If you're doing a series of webinars, try not to repeat topics to keep people interested

- **How to get ideas for your topic:**
  - look at your most popular blog posts or social content
  - ask your audience by posting a survey
  - research competitor webinars

- Once you decided on your topic, figure out who and what will be involved in the planning and execution of the webinar
- Create an easy to follow outline and then develop on each item

- **Build in places for interactions and plan to ask questions to get people engaged**

- **Leave some time at the end (5-15 minutes) for questions from the audience**

- Even if you have some scripted parts, make sure you don't sound like you're reading
- Practice several times beforehand and use time markers to stay on schedule
- You can use PowerPoint to create slides and include them into the webinar when you need them
- **Keep the slide design simple and avoid transitions and animations**
- Platforms you can use for running your webinar:
  - YouTube
  - Google Hangouts
  - GoToWebinar
  - AnyMeeting
  - Zoom
- Make sure you promote your webinar well in advance so people are available to participate
- Describe the benefits of attending and highlight the fact that it's free so you can attract more people
- **At the end of the webinar, encourage people to follow you on social media, sign up for your email newsletter, visit your website, etc.**
- Don't forget to tell them when the next webinar will take place, if that's the case